

100:

FIG. 1

19880-0017105

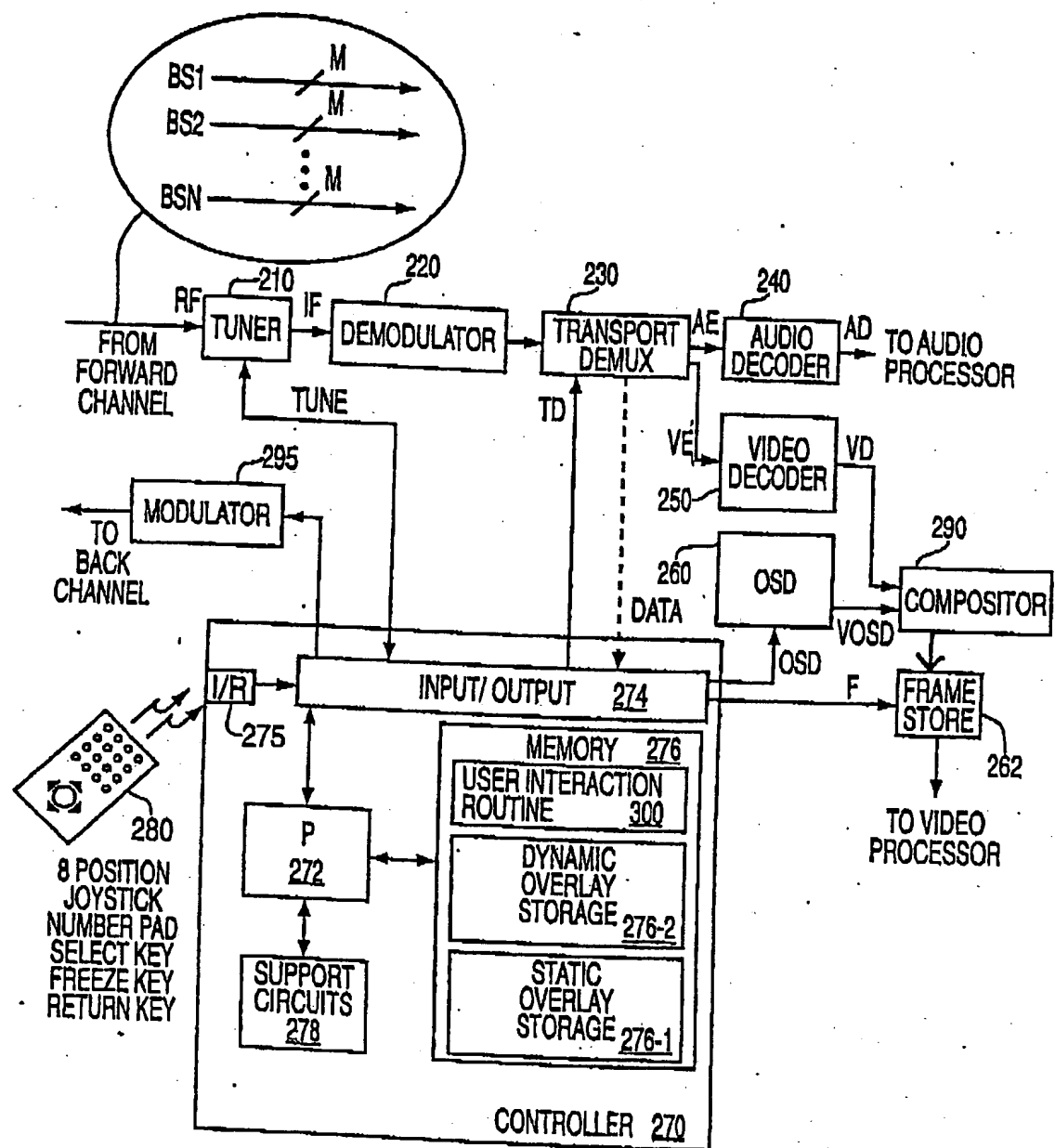
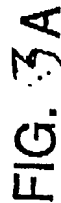


FIG. 2



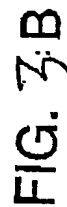


FIG. 3: B

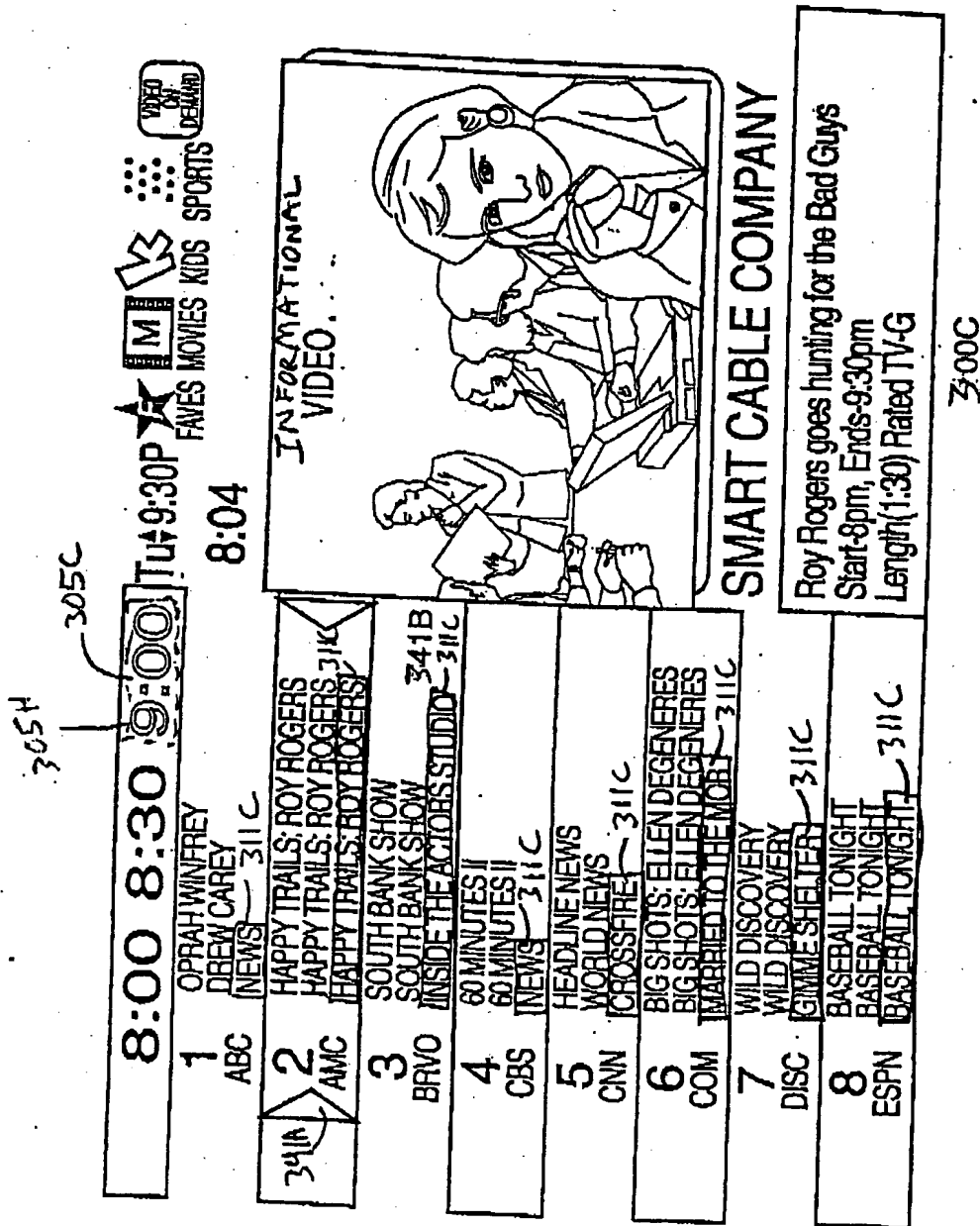


FIG. 3C

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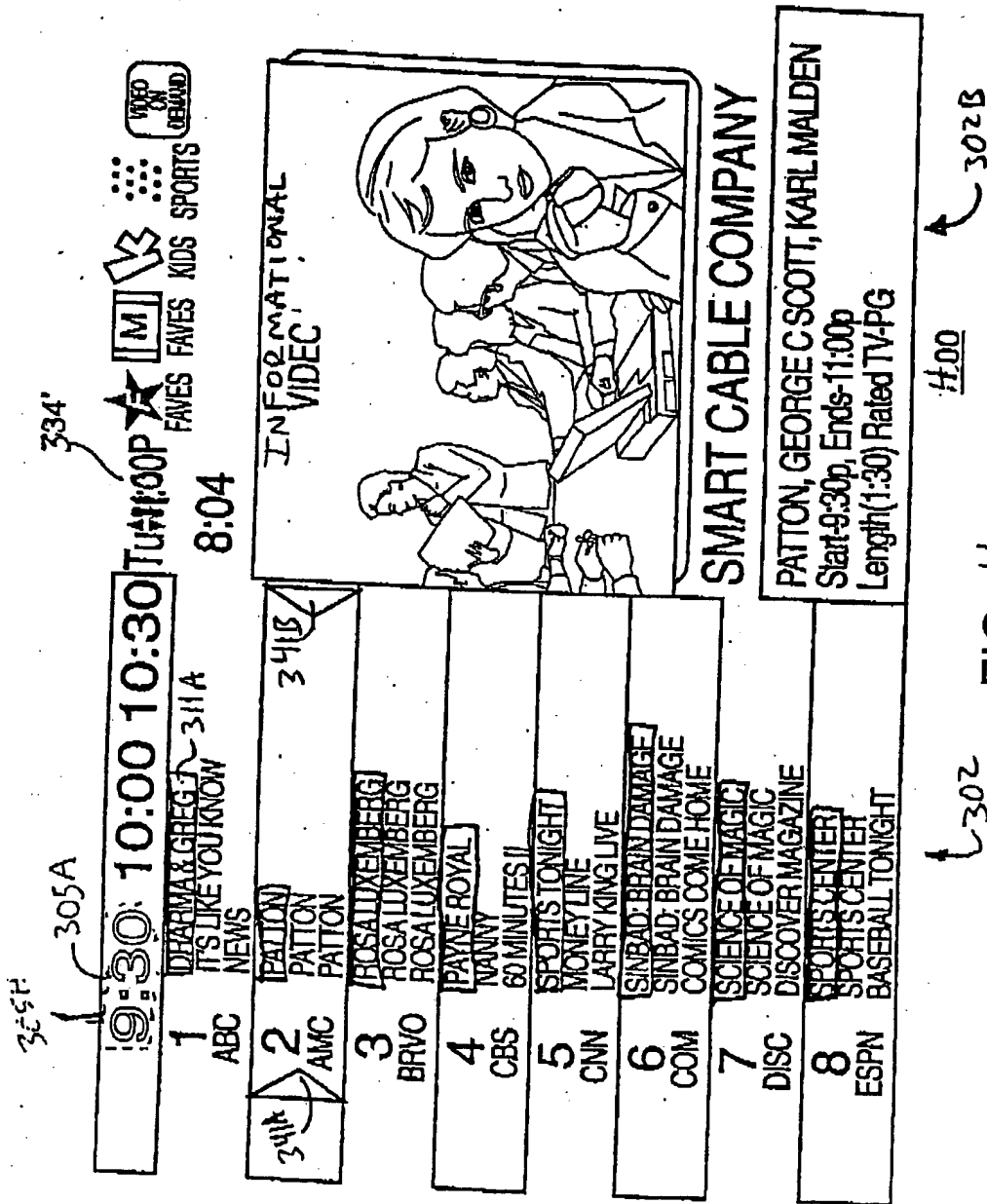


FIG. 4

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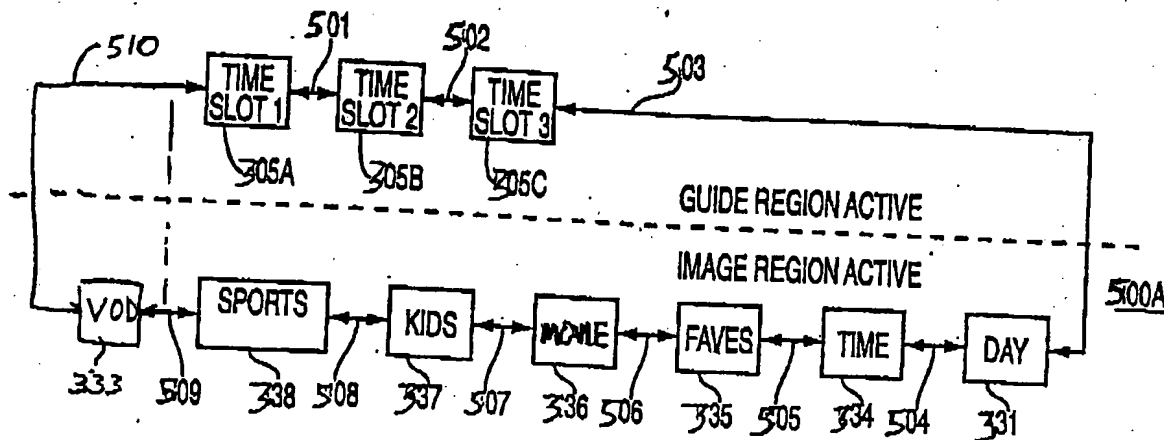


FIG. 5A

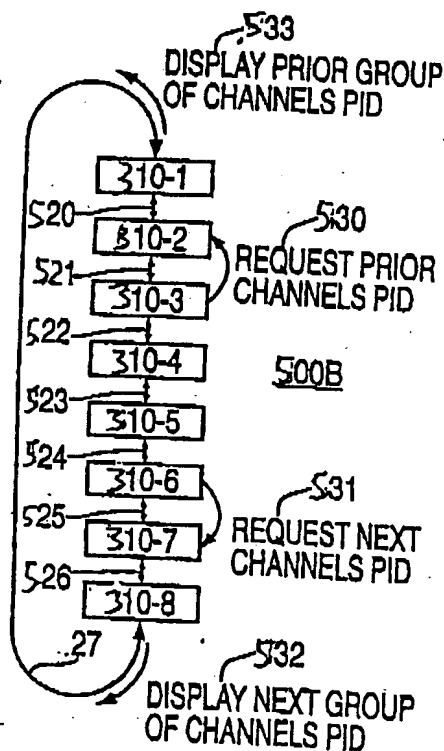


FIG. 5B

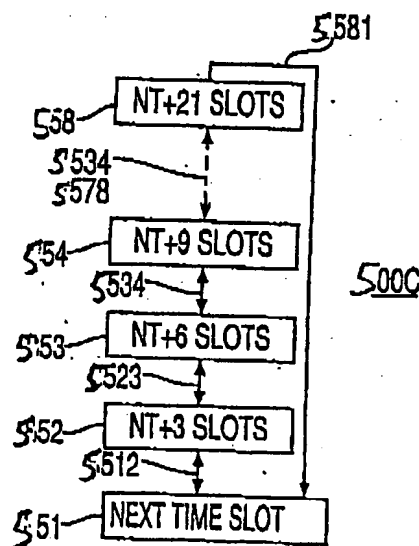
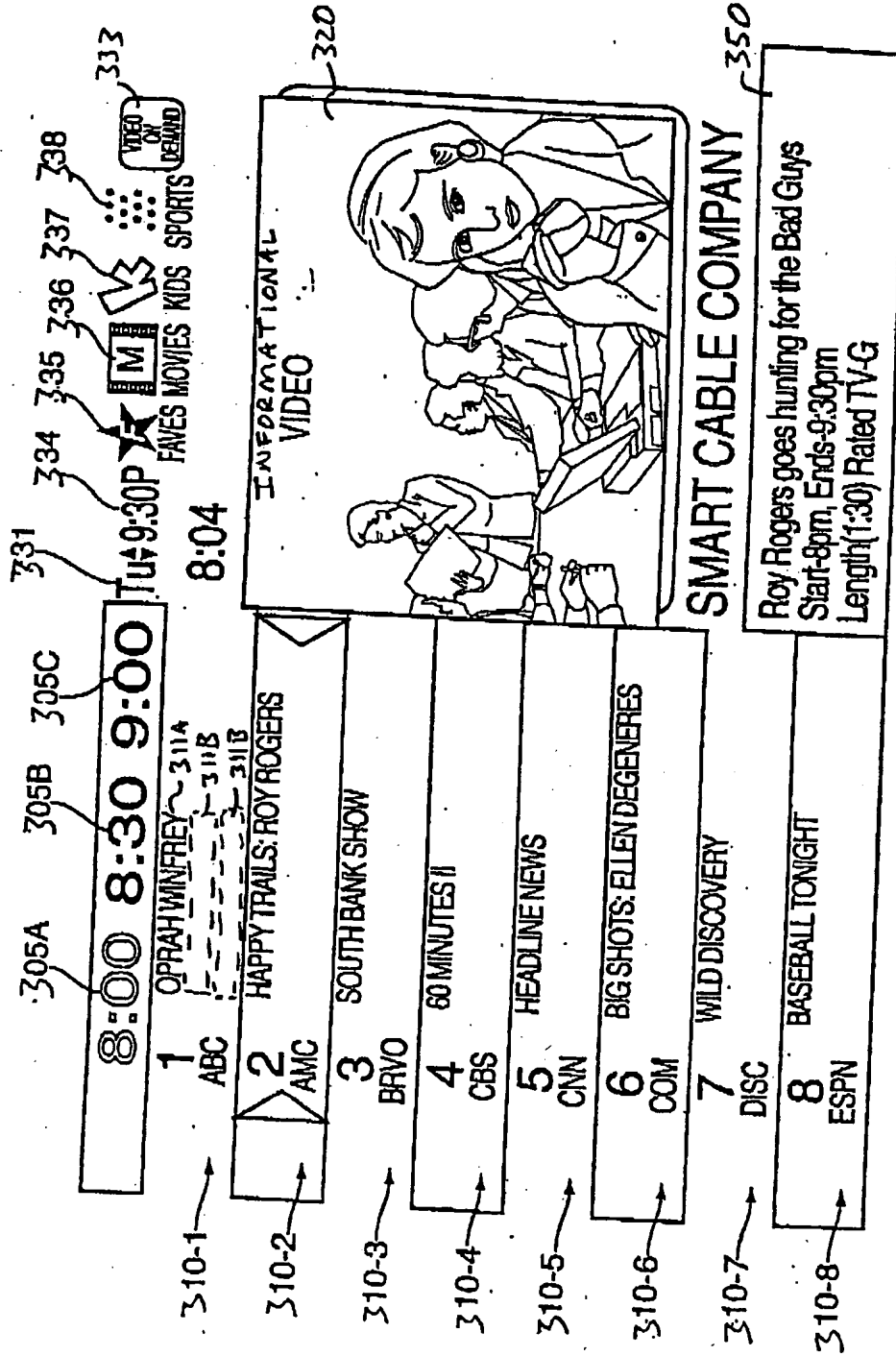


FIG. 5C

8/35



600A

FIG. 6A

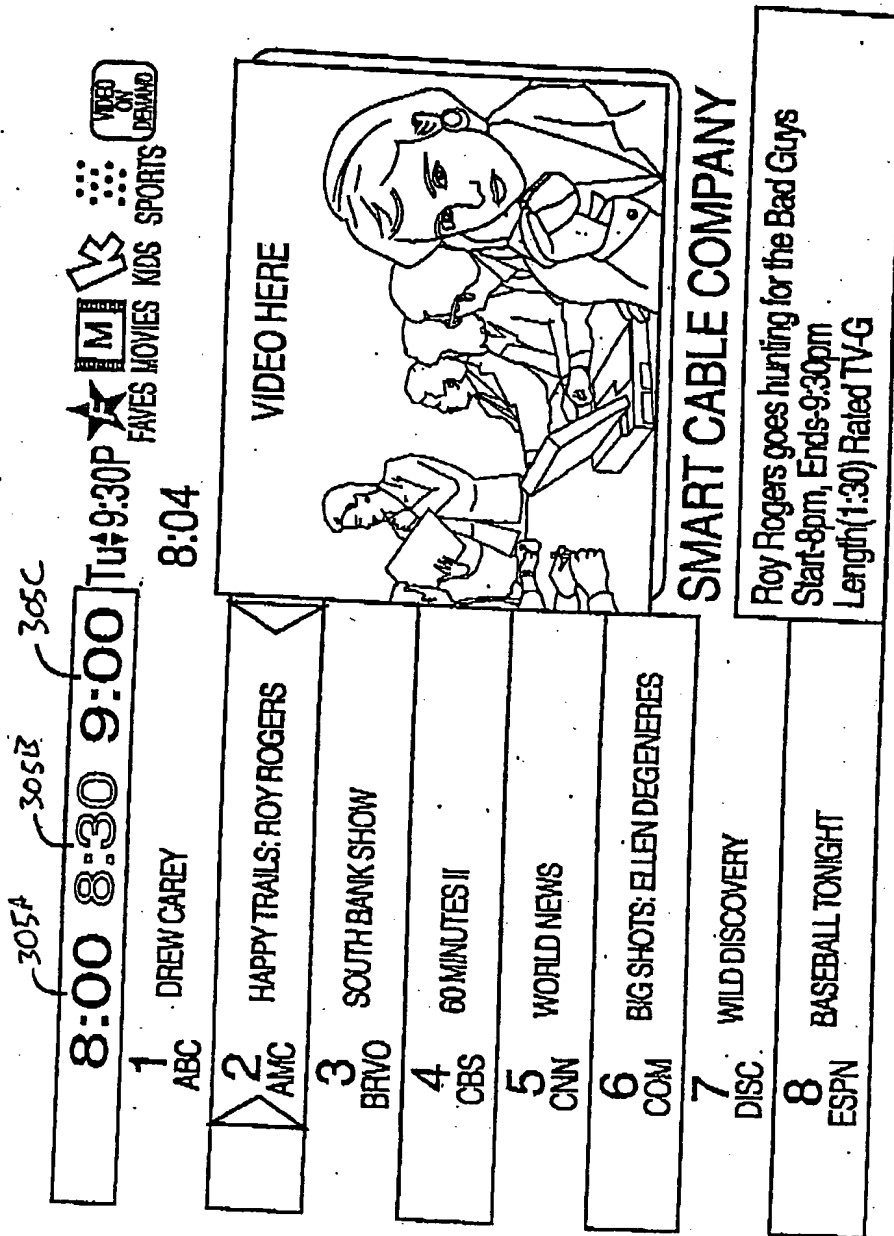
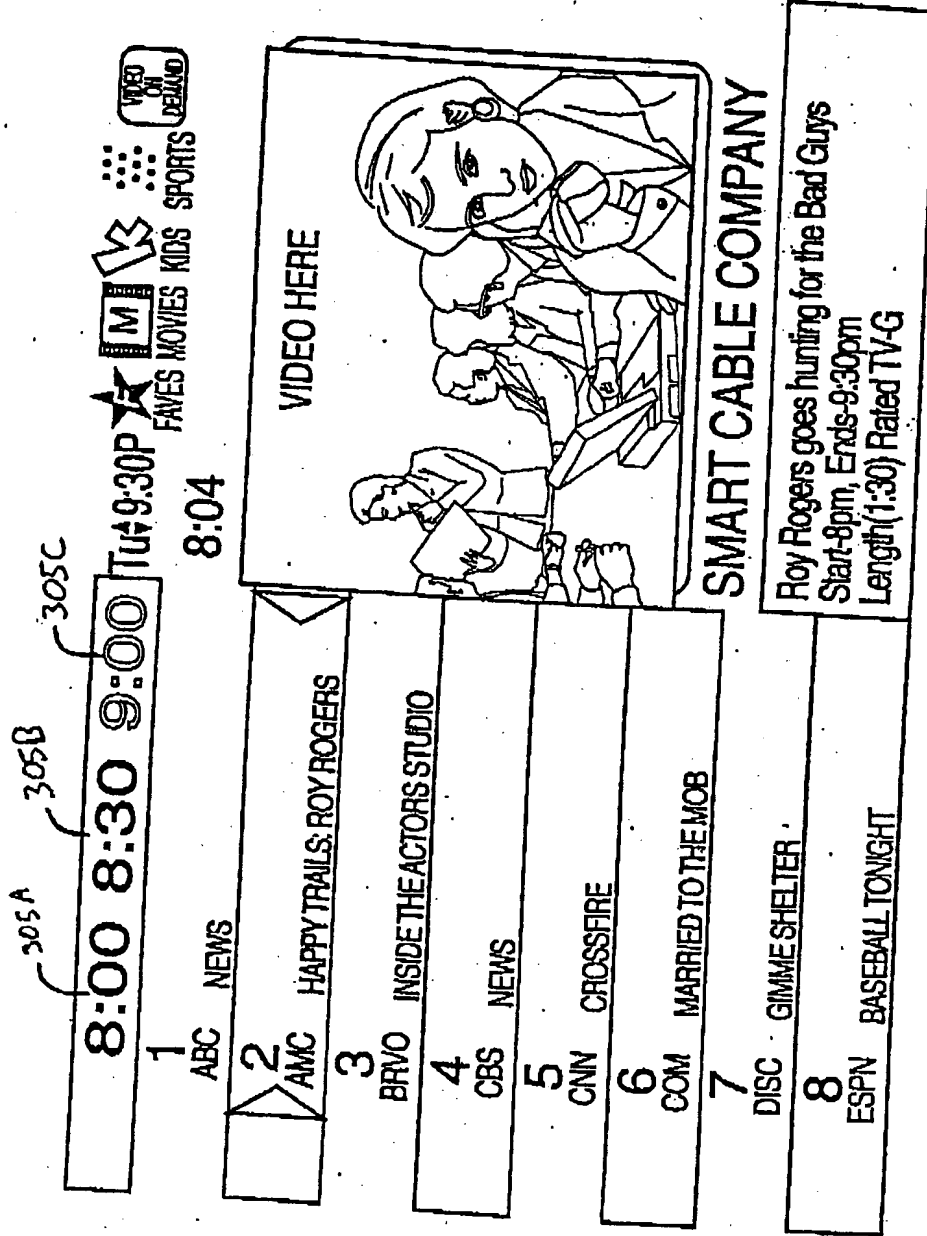


FIG. 6B 6.00B

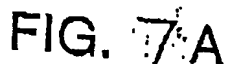
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600C

FIG. 6C



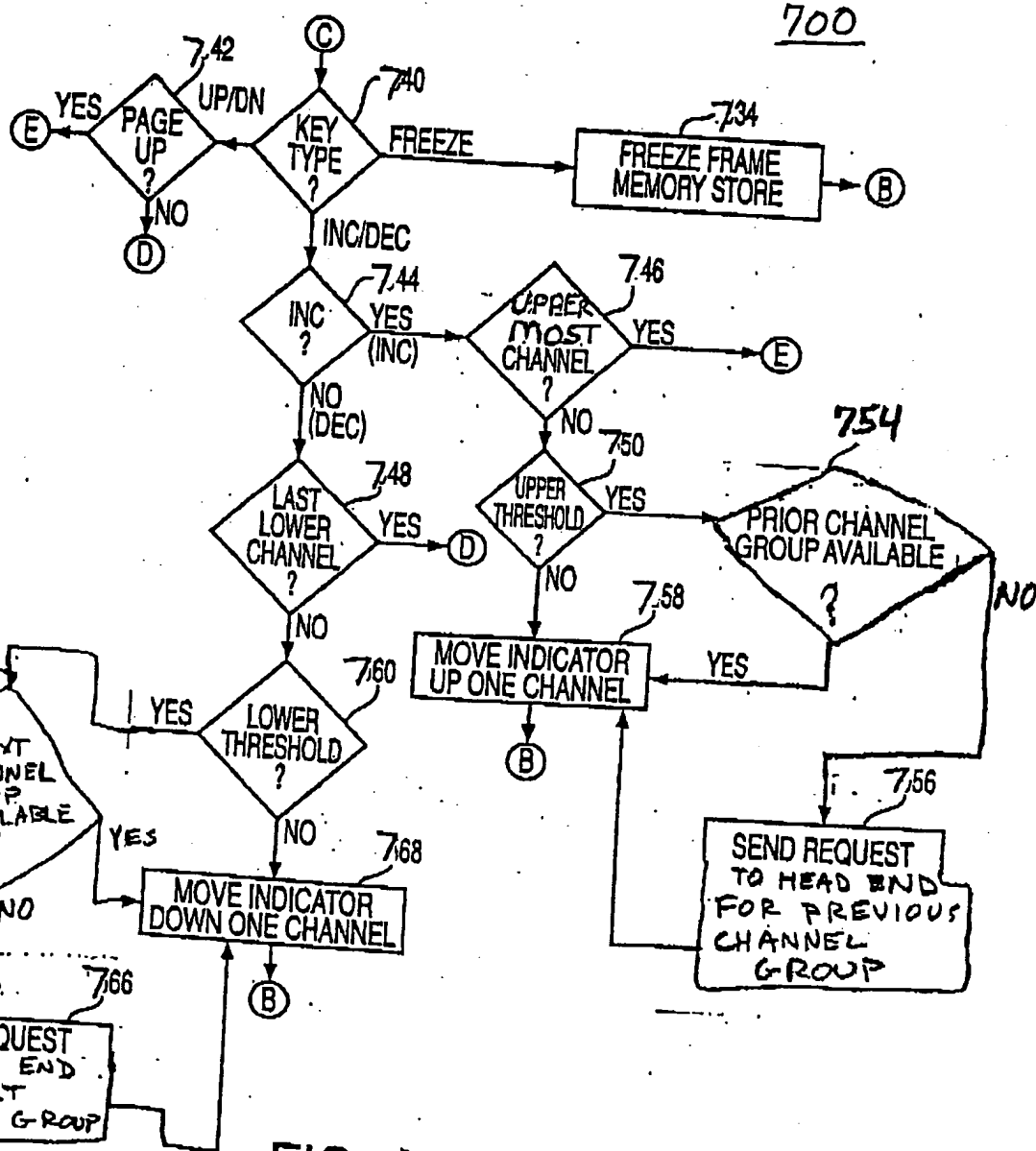
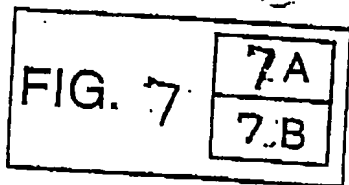


FIG. 7.B



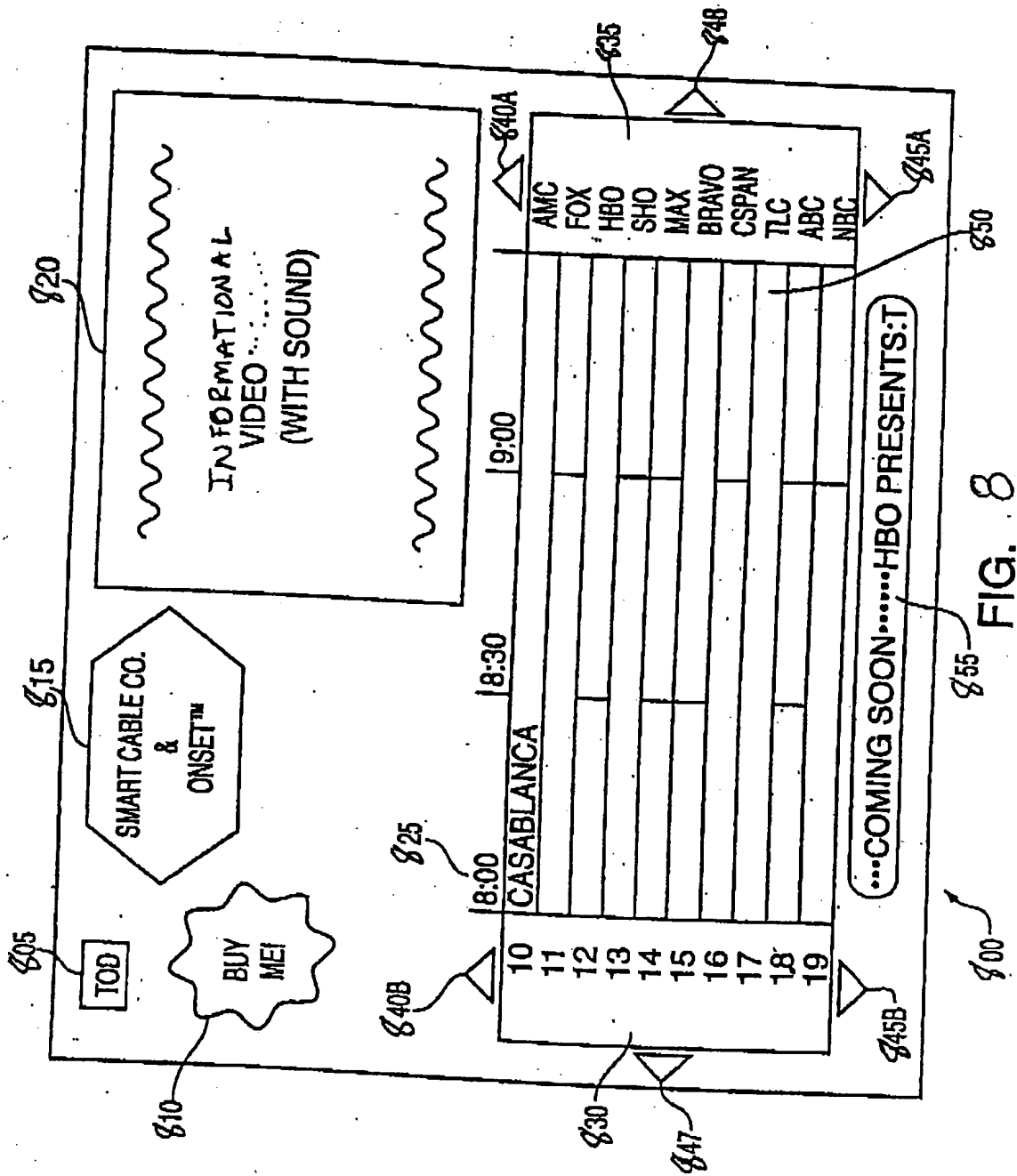


FIG. 8

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920

HORIZONTAL GUIDE 910

FIG. 9.

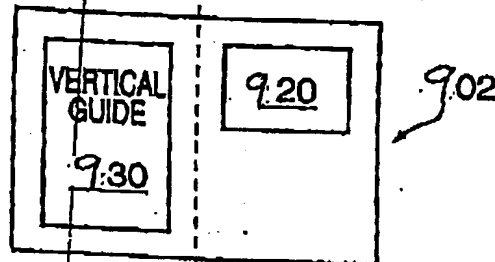


FIG. 10.

19880-00171025

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KEY	GUIDE REGION ACTION	IMAGE REGION ACTION
↑ (INC)	INDICATE NEXT CHANNEL OR LAST CHANNEL OF PRIOR CHANNEL PID	VIEW NEXT TIME SLOTS POSSIBLY ENTER POINTCAST MODE
↓ (DEC)	INDICATE PRIOR CHANNEL OR FIRST CHANNEL OF NEXT CHANNEL PID	VIEW PRIOR TIME SLOTS OR ENTER TIME SHIFT MODE
↑ (PAGE UP)	INDICATE CHANNEL IN PRIOR CHANNEL PID (CORRESPONDING, FIRST, LAST OR DEFAULT)	VIEW NEXT DAY POSSIBLY ENTER TIME SHIFT MODE
↓ (PAGE DN)	INDICATE CHANNEL IN NEXT CHANNEL PID (CORRESPONDING, FIRST, LAST OR DEFAULT)	VIEW PRIOR DAY POSSIBLY ENTER TIME SHIFT MODE
→ MOVE RIGHT	EMPHASIZE NEXT TIME SLOT OR FIRST IMAGE REGION OBJECT	SELECT NEXT OBJECT
← MOVE LEFT	EMPHASIZE PRIOR TIME SLOT OR LAST IMAGE REGION OBJECT	SELECT PRIOR OBJECT
SELECT	TUNE PRESENTLY INDICATED CHANNEL	SELECT HIGHLIGHTED OBJECT OR ENTER NEW OPERATING MODE
ADD/ REMOVE	ADD/REMOVE INDICATED TITLE IN HIGHLIGHTED TIME SLOT TO FAVORITES	N/A

FIG. 11

19880-0017105
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8:30 PM

1 **COLLEGE BASKETBALL**

2 **THAT '70S SHOW**

3 **SPORTSCENTER**

4 **3RD ROCK FROM THE SUN**

5 **JAG**

6 **THE SILENCE OF THE LAMDS (1991)**

7 **WHO WANTS TO BE A MILLIONAIRE**

8 **CANTONESE NEWS**

9 **INTIMATE STRANGERS: UNSEEN...**

10 **DAYS OF THUNDER (1990)**

VIDEO DEMAND

FAVORITES MOVIES KIDS SPORTS

Would you like to purchase this program?

▶ Yes	No	Cancel
Days of Thunder	8:00 - 9:30 p.m.	PG-13 \$2.99

DAYS OF THUNDER (1990) - You can't stop the thunder. He's a hot driver with an attitude that pushes the limits of friends and family. CC. Stereo. PG13

1200

Fig. 12A

9880-001710
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1 **ESPN2** 8:30 PM **COLLEGE BASKETBALL**

2 **FOX** **THAT '70S SHOW**

3 **ESPN** **SPORTSCENTER**

4 **NBC** **3RD ROCK FROM THE SUN**

5 **CBS** **JAG**

6 **KICU** **THE SILENCE OF THE LAMBS (1991)**

7 **AHC** **WHO WANTS TO BE A MILLIONAIRE**

8 **ATG** **CARTONESE NEWS**

9 **FBS** **INTIMATE STRANGERS; UNSEEN...**

10 **SCN** **DAYS OF THUNDER (1990)**

VIDEO DEMAND **FAVORITES MOVIES KIDS SPORTS**

Would you like to set a reminder for this program?

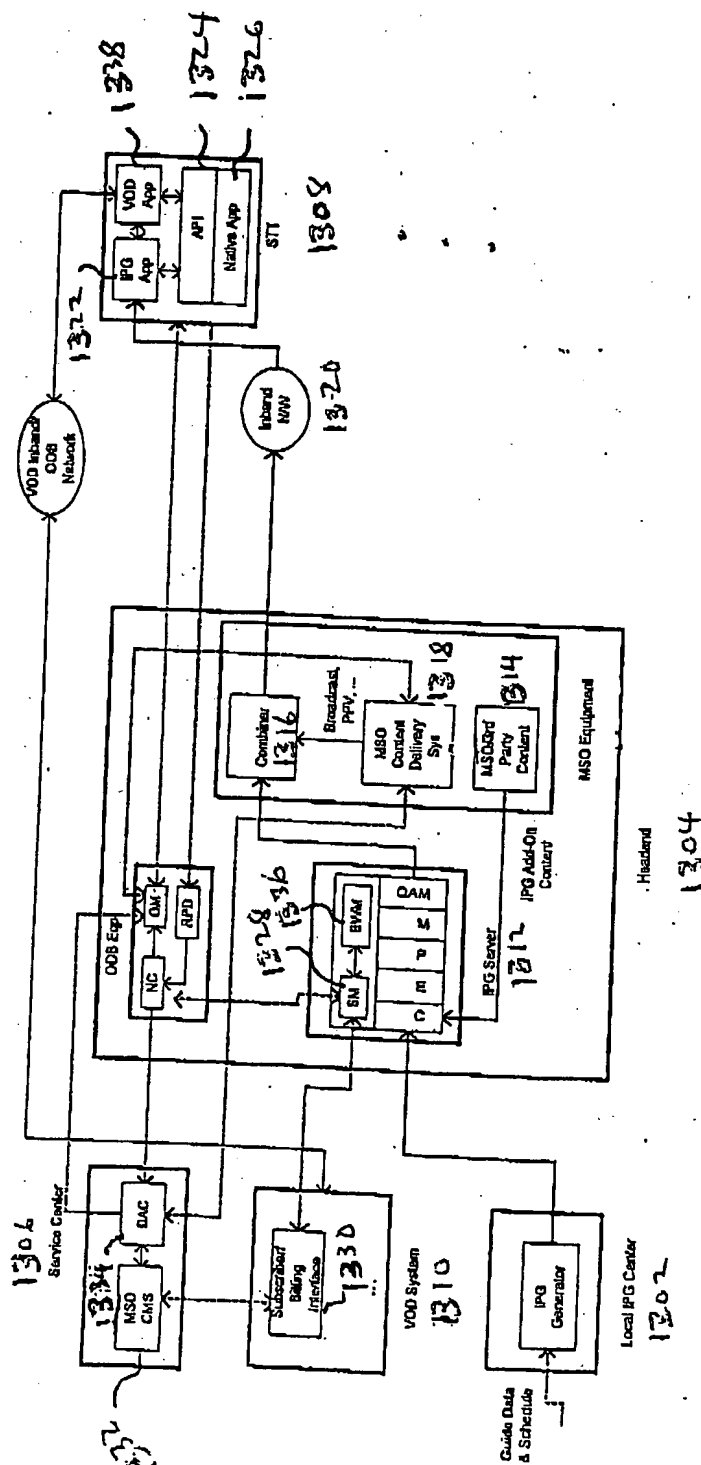
☒ Yes ☐ No

3rd Rock from the Sun
8:30 - 9:00 p.m.

Dick and Tuck-A photo of Harrison Ford prompts Dick to visit a plastic surgeon (David Hasselhoff). CC. Stereo. Series/Sitcom tvPG

Fig. 12B

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3
1

000

19880-001710.5
19/35

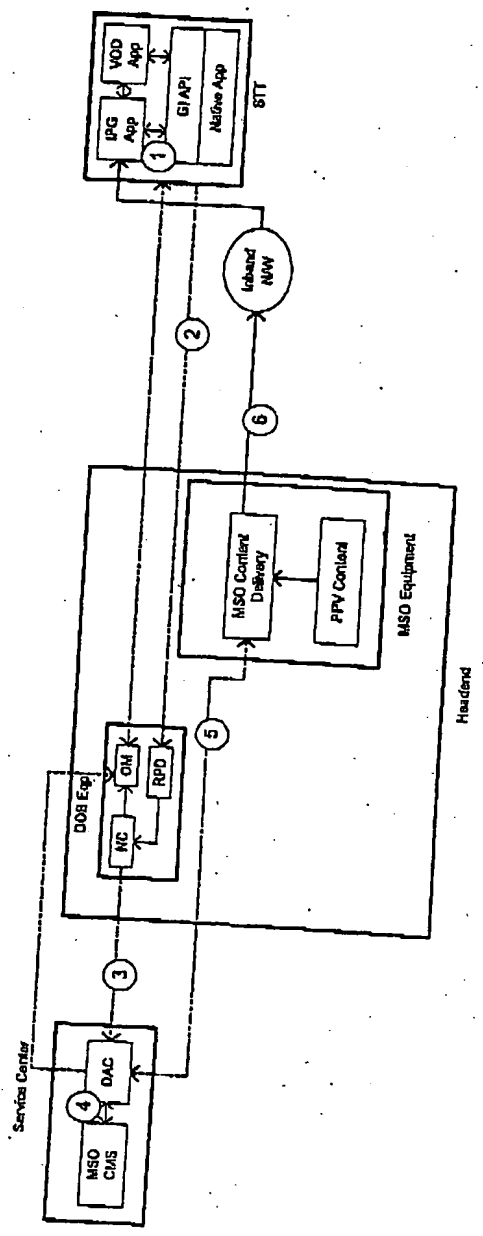


Figure 14. Impulse PPV Purchasing via Server-Centric Interactive UI

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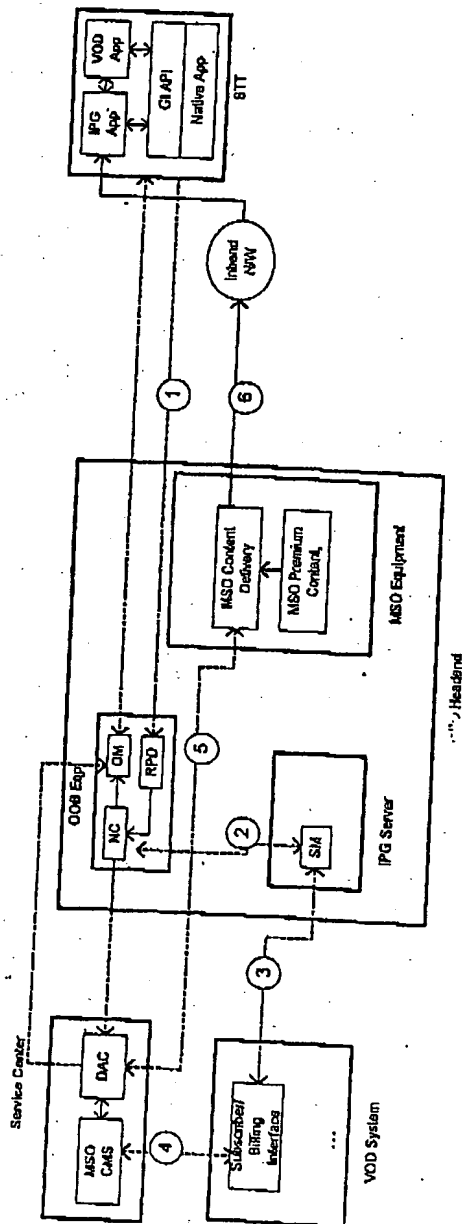


Figure 15. Premium Service Subscription via Server-Centric Interactive UI

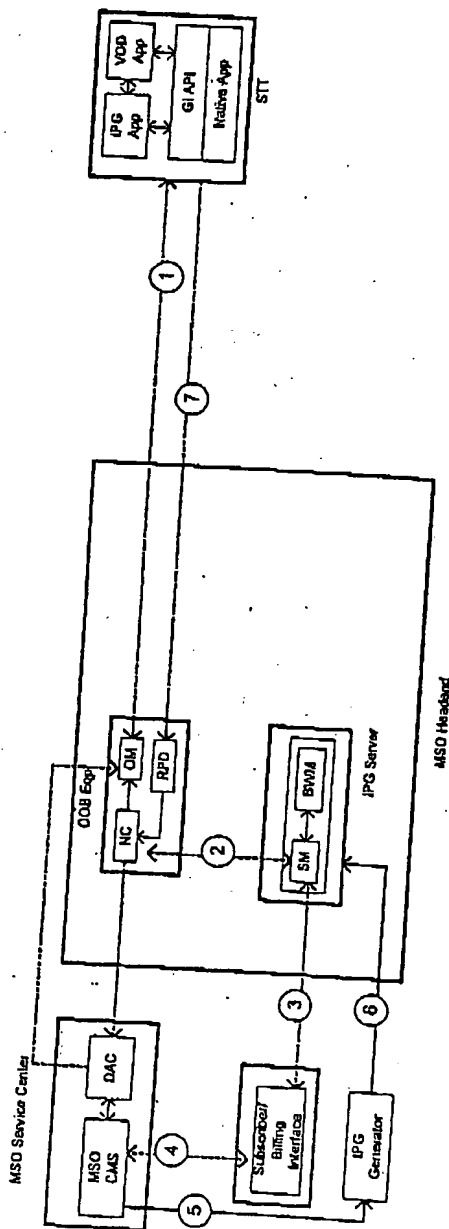


Figure 16. Impulse Purchasing from Advertisements via Server-Centric Interactive UI

Broadcast
Video
1702

"Spotlight Window"
1704

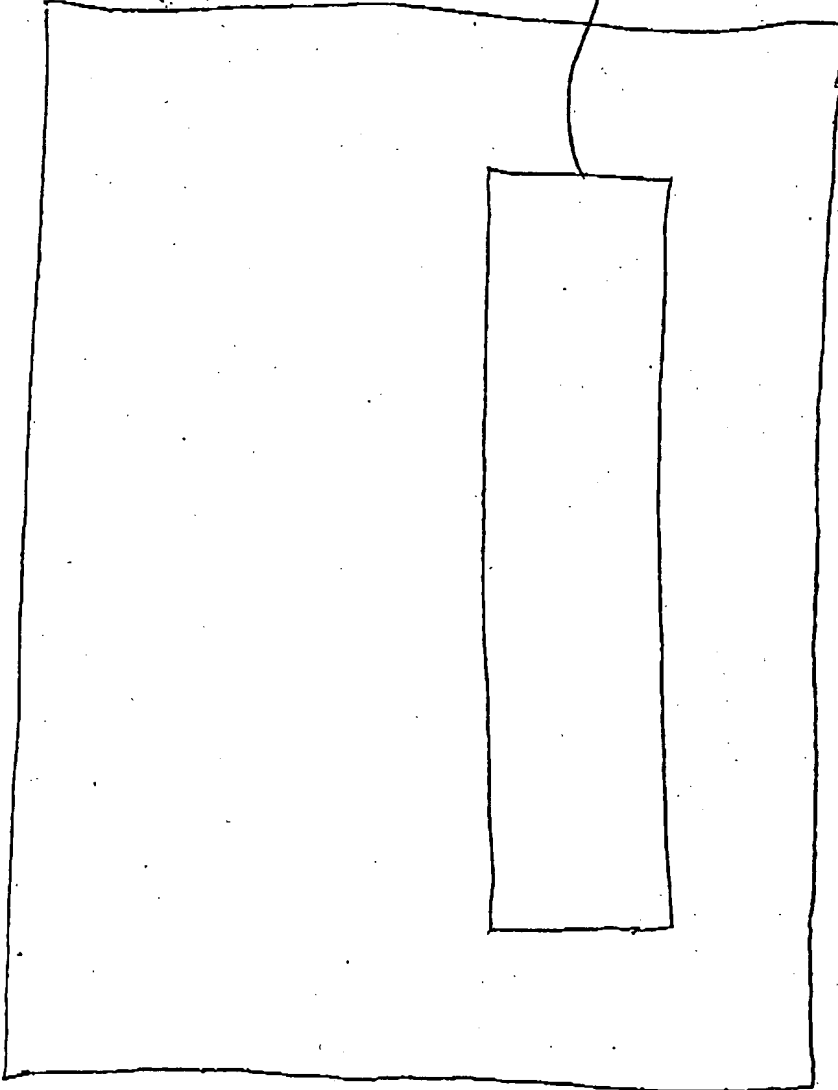


Fig. 17

19880-0017105

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8	Mavericks: The Movie	All Far M K S
ESPN	PG 8:00-10:00 1998	CC
Comcast	The California big wave surf contest comes to television.	SAP

~ 1704g

1802

Fig. 18

096381 090100 /

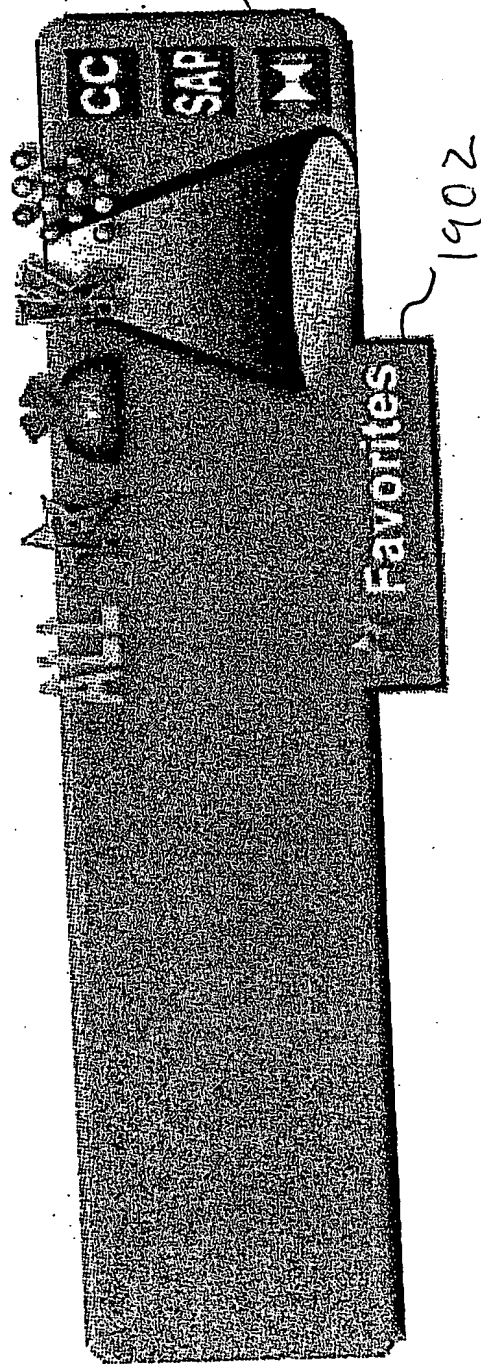


Fig. 19

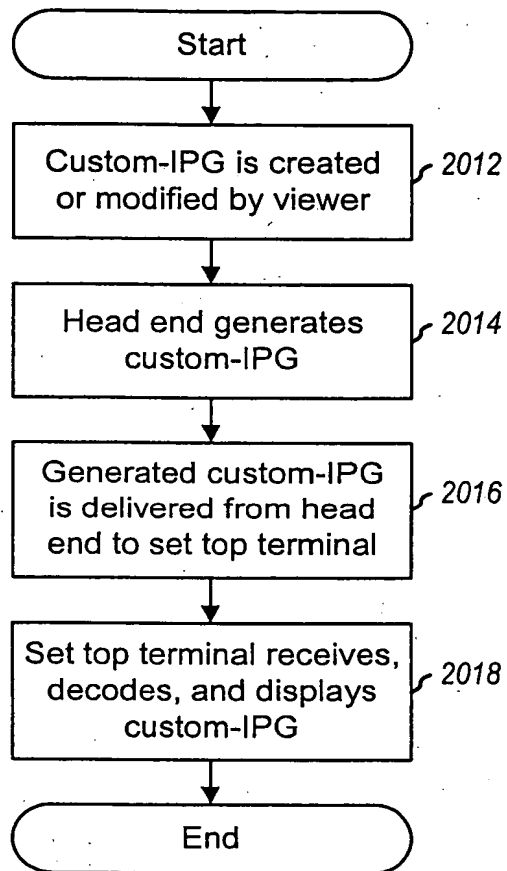


FIG. 20

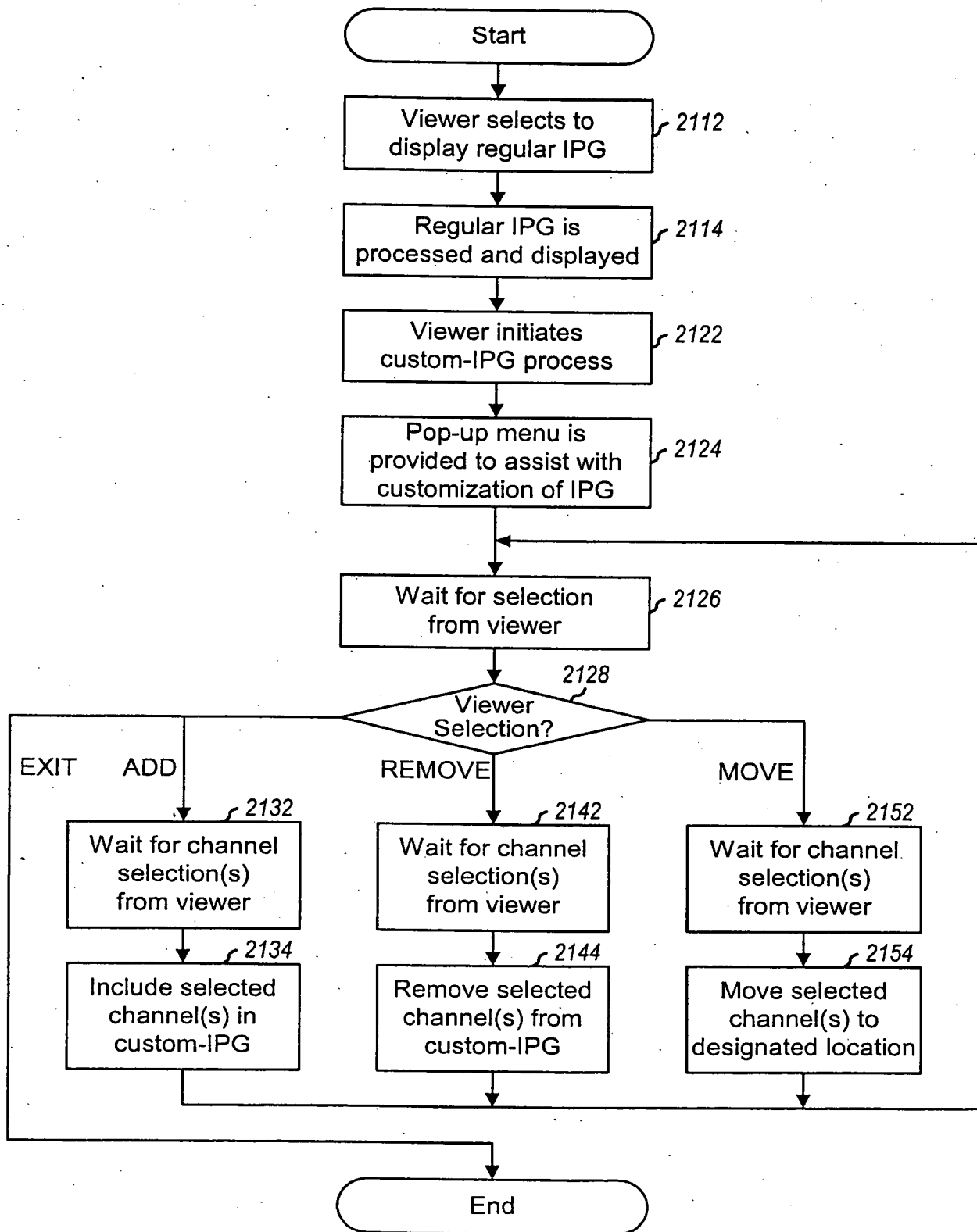


FIG. 21



FIG. 22

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FIG. 23A

7 001060 18EE5960

113-17

1988000171025

23b/

29/35

2200b

2212

NBA



11 DRAGNET
TVLND

12 HEMINGWAY>
WHYY

13 TREMORS II:...>
USA

14 >MEET JOE BLACK>
STARZ

15 BEHIND THE MUSIC>
VH1

16 SCARED STRAIGHT! '99>
MTV

17 WORLD NEWS>
CNN

18 RIVERA LIVE>
CNBC

19 NBA GAME>
ESPN

20 WORLD WAR II IN COLOR>
HIST

2214b

2212

NBA

2212b

Menu

Per View Favorites MOVIES kids

SPORTS MUSIC OPTIONS Weather

comcast.

Thurs 8:21 p.m.

Thurs, May 4 9:00-11:00 p.m. Sport/Live
Conference Semifinal, Game 5

FIG. 23B

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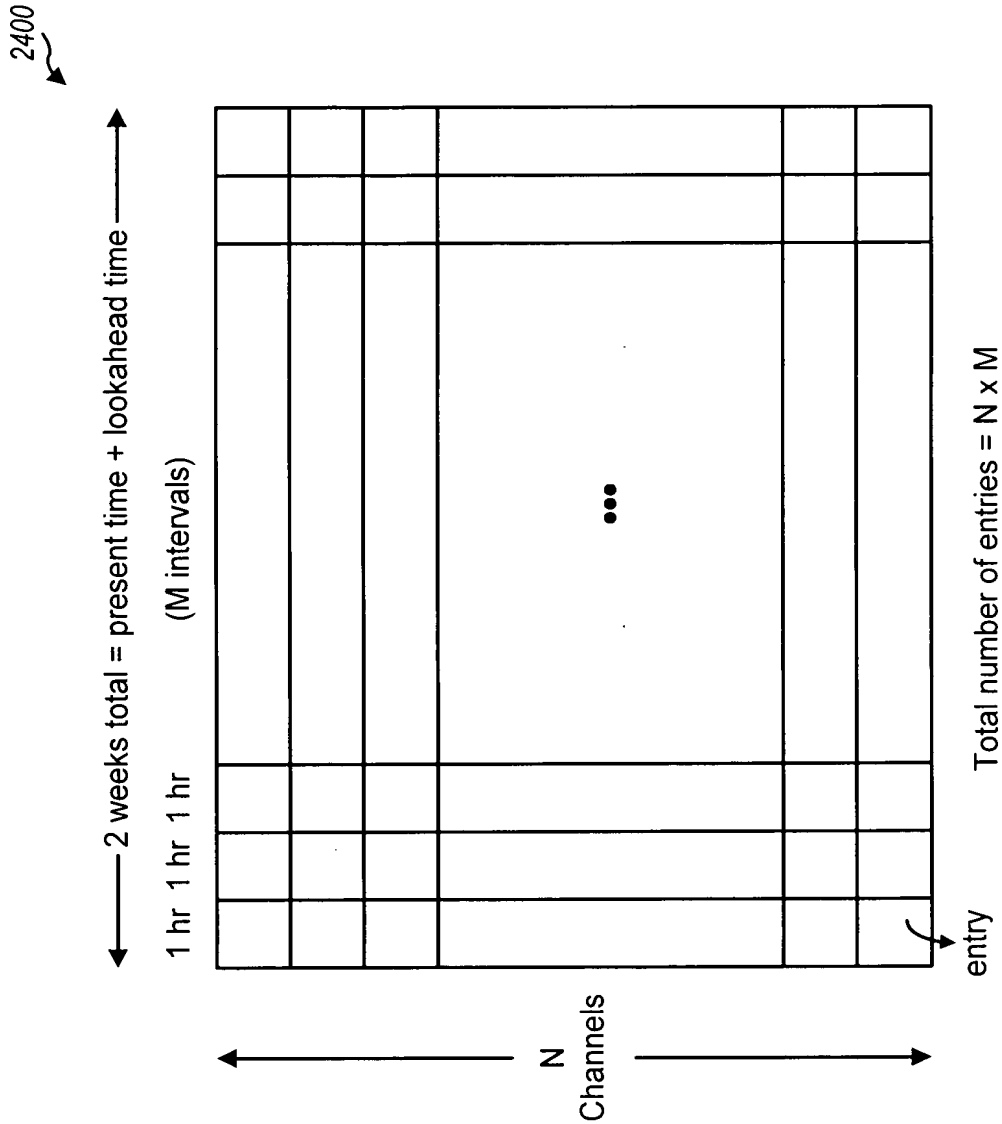


FIG. 24

001050 18E950

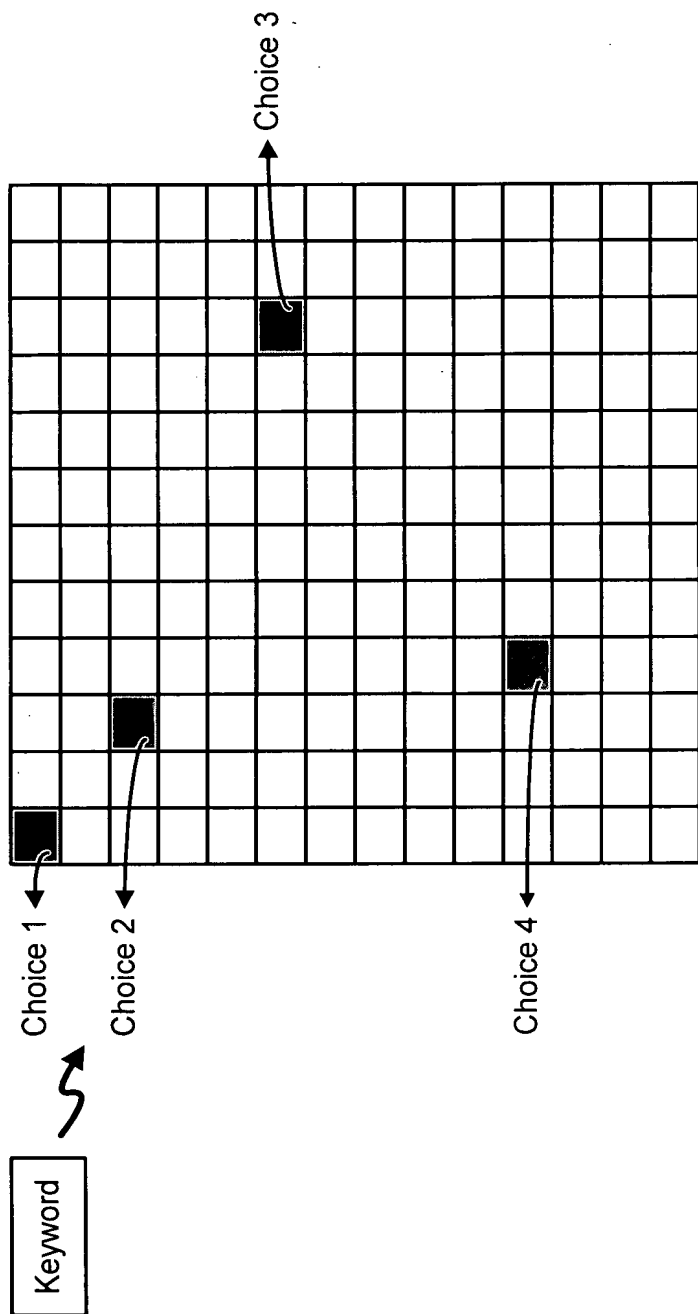


FIG. 25

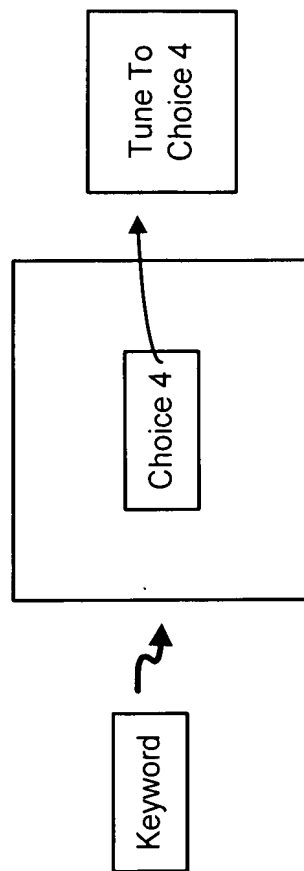


FIG. 27

003060 13EE5960

113-17

1988000171025

26/

32/35

2600

2212

NBA

9:00 9:30+

Menu

19 NBA GAME>

ESPN

23 NBA GAME>

USA

34 NBA WRAP UP>

CBS

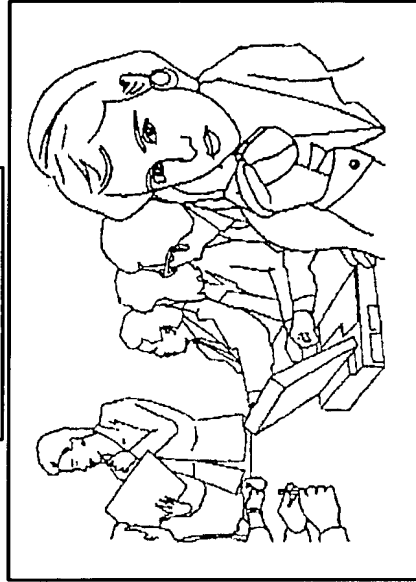
54 THIS WEEK IN THE NBA>

ESPN2



NBA

2212b



Thurs 8:21 p.m.

comcast.

Thurs, May 4 9:00-11:00 p.m. Sport/Live
Conference Semifinal, Game 5

FIG. 26

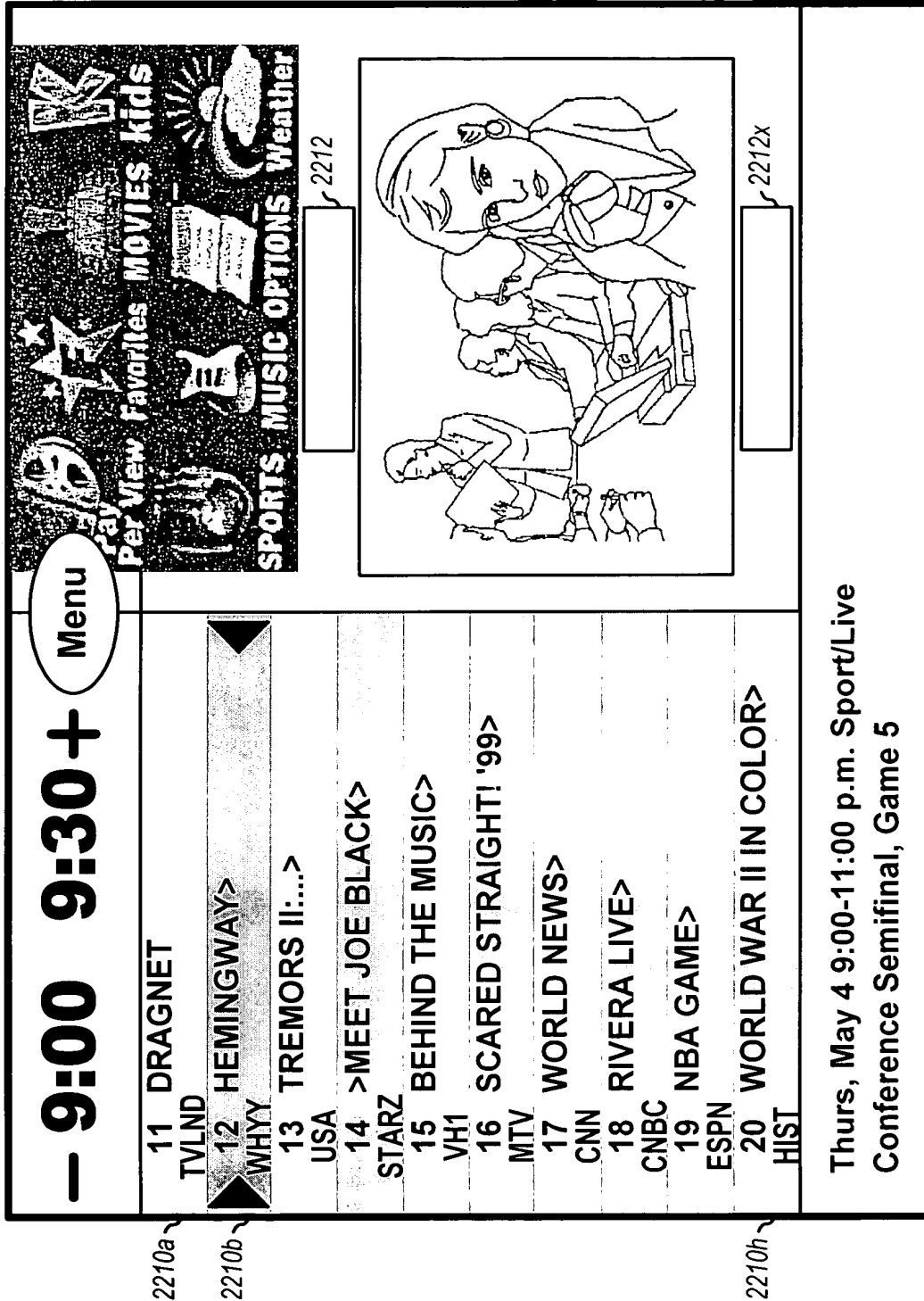


FIG. 28

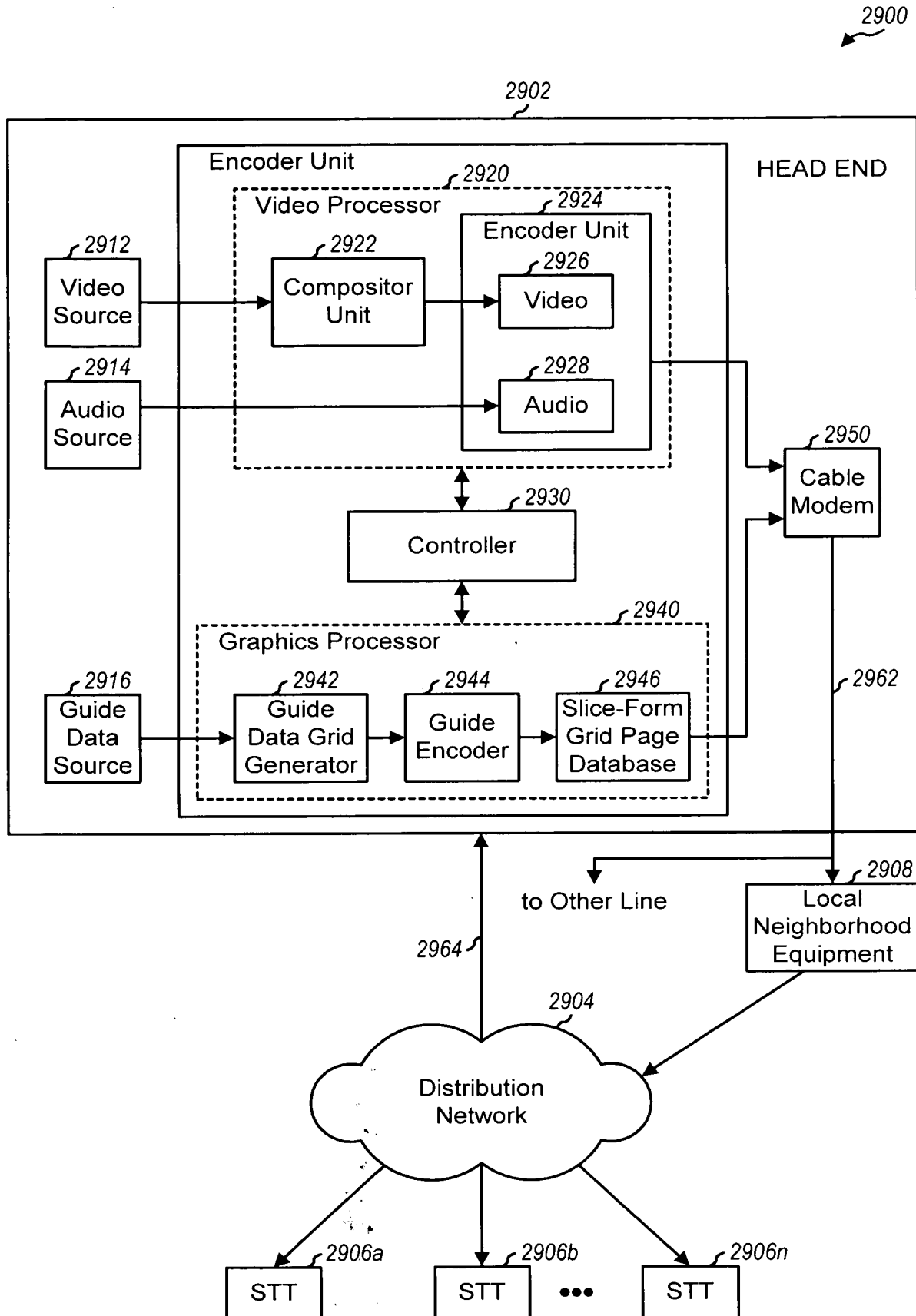


FIG. 29

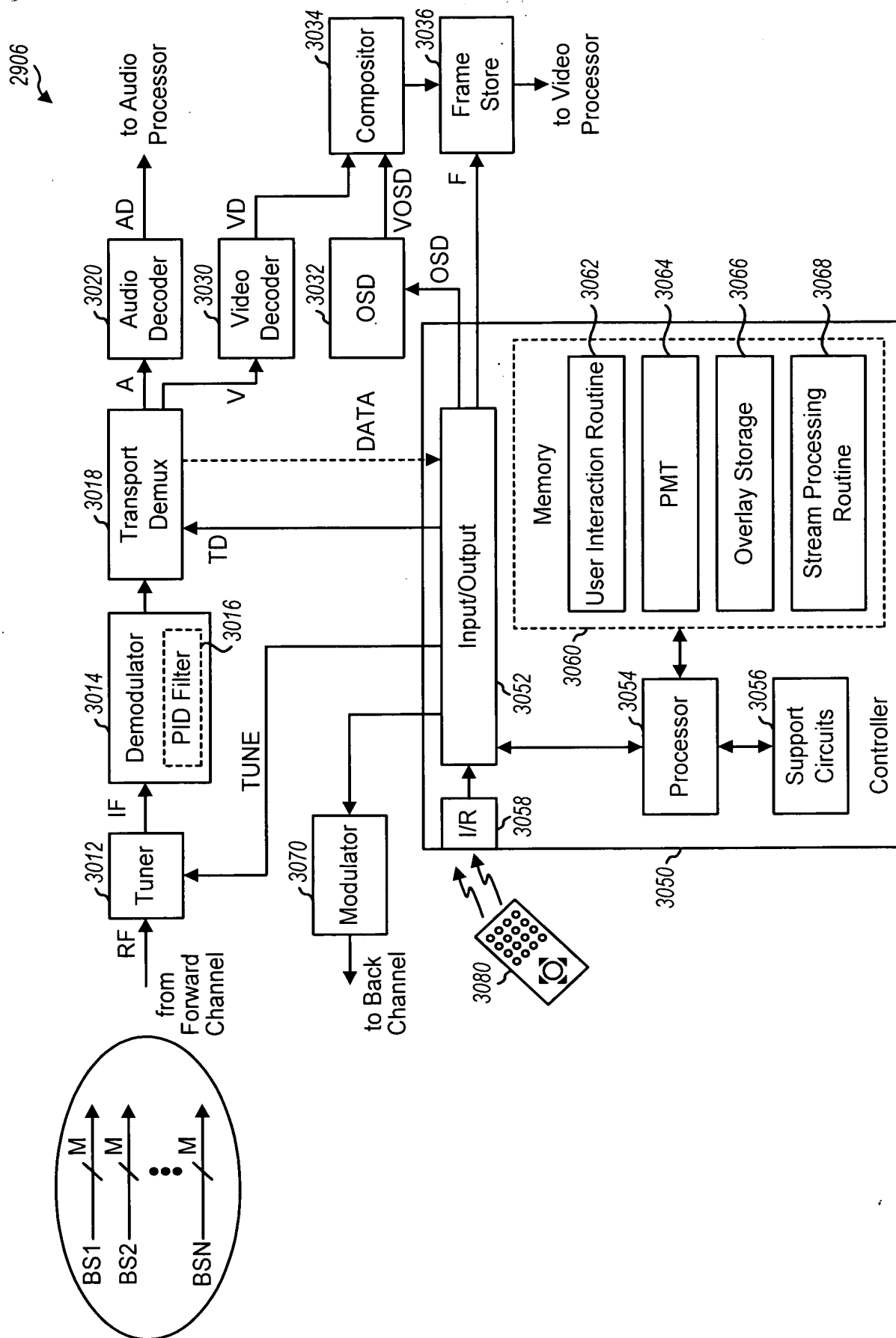


FIG. 30